

**DETERMINATION AND FINDINGS  
FOR  
SOLE SOURCE PROCUREMENT**

**CONTRACT NO.:** DCEB-2018-C-2002

**CAPTION:** Cleveland Park “Retail Enhancement Strategies”

**PROPOSED CONTRACTOR:** Jon Stover & Associates

**PROGRAM AGENCY:** Office of the Deputy Mayor for Planning and Economic Development (DMPED)

**FINDINGS**

**1. AUTHORIZATION:**

D.C. Official Code § 2-354.04, 27 DCMR 1304, and 1700 and 1701

**2. MINIMUM NEED:**

The Government of the District of Columbia, Office of the Deputy Mayor for Planning and Economic Development (DMPED), Great Streets Program has a need for an experienced economic development contractor to execute the “Retail Enhancement Strategies” delineated in the Jon Stover & Associates’ *Commercial Market Analysis & Enhancement Strategy* report and to implement other strategies that shall enhance the commercial vibrancy within the Connecticut Ave corridor.

The proposed term for the contract is date of award through one year thereafter with one (1) one-year option.

**3. ESTIMATED REASONABLE PRICE:**

The estimated fair and reasonable price is \$75,000.00

**4. FACTORS WHICH JUSTIFY SOLE SOURCE PROCUREMENT:**

- A. In July 2016, Jon Stover & Associates (JS&A), a certified business enterprise (CBE), was competitively awarded a contract to conduct a market analysis and business enhancement strategy. The purpose of the analysis was to assist DMPED, the Cleveland Park Business Association, Cleveland Park business owners, property owners, and other Cleveland Park stakeholders assess economic conditions along the corridor, understand recent and projected trends, and develop strategies for creating a vibrant and sustainable retail atmosphere that serves the community.

- B. JS&A's market analysis and business enhancement report, titled "Commercial Market Analysis & Enhancement Strategy for Cleveland Park" (available for review on DMPED's website) was completed and submitted to DMPED in October 2016.
- C. JS&A is uniquely qualified to provide the required implementation services as demonstrated by its experience executing a number of the strategies that it recommended in an early 2016 Retail Assessment and Enhancement Strategy for H Street Main Street (HSMS).
- D. JS&A has further demonstrated its unique qualifications by its work with the Rhode Island Avenue Main Street (RIAMS) creating and sending mailers to introduce local business owners and property owners to the newly-formed main street program, by creating an introductory brochure for the organization, creating their first annual report document, and leading stakeholder discussions. Also, JS&A is currently working alongside RIAMS and other Brookland area stakeholders to implement a BID in the area as well as undertaking a branding strategy for the neighborhood.
- E. On a national level, JS&A is currently completing an economic development strategy and implementation as part of the great Downtown Lake Worth Arts and Culture Master Plan overseen by the Cultural Council of Palm Beach County, the City of Lake Worth, and Lake Worth Community Redevelopment Authority. JS&A leadership has also led multiple neighborhood marketing and branding campaigns, including the Hubbard Farms neighborhood in Detroit and the Near Northside neighborhood in Houston.
- F. In conclusion, JS&A has intimate knowledge of the Cleveland Park requirement; they have the ability start work immediately, they have continuity regarding stakeholder relations, project vision, and bridging the gap between strategy and implementation, all of which a new firm is unlikely to have should a competitive solicitation be issued.

## **5. CERTIFICATION BY AGENCY HEAD:**

I hereby certify that the above findings are true, correct and complete.

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Date

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Brian T. Kenner, Deputy Mayor

## **6. CERTIFICATION BY CONTRACT SPECIALIST**

I hereby certify that the above findings are true and correct to the best of my knowledge. Further, I certify that the notice on intent to award a sole source contract was published in accordance with 27 DCMR 1304 and that no response was received.

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Date

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Lindel Reid, CPPB, Senior Contract Specialist

**DETERMINATION**

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive bidding process under either Section 402 or 403 of the District of Columbia Procurement Practice Reform Act of 2010 (D.C. Law 18-371; D.C. Official Code §2-354.02 or 2-354.03). Accordingly, I determine that the District is justified in using the sole source method of procurement.

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Date

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Jacque McDonald, CPPO, CPPB, SPSM, MBA, MST  
Director, Contracts, Procurement and Grants